



ADVERTISEMENT: AN IMPACT ON PURCHASE DECISION OF CUSTOMERS [WITH REFERENCE TO CELL PHONE]

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ABSTRACT :

This Research Paper describe present advertisement industry is also grooving and zooming some companies are established for the purpose of to display the advertisement of others item to the consumers; it is the representative of the standard of living of people and the health of the economy. This advertisement is the segment of marketing and marketing helps to people to aware of purchase and services marketing does not provide the goods to the find consumers. Researcher tries to identify an impact of Advertisement on purchase decision of customers with for special user of cell phone.

KEYWORDS : advertisement industry , purchase and services marketing.

1. INTRODUCTION

The term advertising originates from the LATIN word 'advert', which means to turn around. The world advertisement first appeared around 1665 A.D. It was used in the bible to indicate notification or warning. By 1660 it was used as a heading for commercial information by storekeepers.

According to Philip Kotler

"Advertising consists of all the activities involved in presenting words, advertising in any form of non personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor."^[2]

According to the new Encyclopedia Britannica

"Advertising is a form of communication intended to promote the sale of the product/service to influence public opinion, to gain political support or to advance a particular cause".

According to the Stanton

"Advertising consists of all the activities involved in presenting to a grouped a non-personal area or visual, openly sponsored increase regarding a product, service or idea".



According to Amita Shankar

"Advertising consists of all the activities involved in presenting to the target market, an oral or a visual, non-personal, openly sponsored, paid messages related to a product, idea or a service. This message called an advertisement is disseminated or spread through the use of the following idea. Magazine and newspaper space, motion pictures, TV, Video, direct man, store sings, hand bills etc."

2. PROBLEM OF THE STUDY

The title of the present study is as under:

“Advertisement: An Impact on Purchase Decision of Customers [With Reference To Cell Phone]”

REVIEW OF LITERATURE

Research has been collected past review of literature are as follows.

PHILIP KOTLER in his book “MARKETING MANAGEMENT” according to kotlr, the typical buying process consist of the following sequence of events, problem recognition, information search evolution of alternatives purchase decision post purchase behavior. The market is job in to understand buyer’s behavior at each stage and what influences are operating.

ELINA JAAKKOLA in journal of “MARKETING THEORY” in her study “Purchase decision making with in Professional consumer services organizational or consumer buying behaviors”. In this article analysis purchase decision making for product and services that are acquired and used by consumer but chosen by professional service providers.

CHRIS MILES in journal of “MARKETING THEORY” in his study “ A cybernetic communication model for advertising”, the article argues for the application of first order and second order cybernetic principals to the construction of a more multi dimensional and realistic model that is able to address well-documented tensions and problem in the advertising and the creative component in advertising communication

KAMALA TN in ‘USTIVS’ journal of business management, in his study “A study on the role of advertisements in instigating pester power in children” He concluded that the advertisements have a direct bearing on the socio-cultural, academic and psychological framework of the children, constant watching T.V. Programs and commercials effect child’s social behaviors is referred to the way the child conduct one self in his/her soundings, Behavioral impact affects not only the child but also associates and the environment of Childs.

SOOJUAN TAN & LIYA CHIA in journal of “MARKETING THEORY” in this article empirically explores the relationship between the general attitude towards advertising in specific media television and print. Our results support the proposition that attitude towards advertising (AG) an abstract level construct while attitude towards television advertisement (ATV) and attitude towards print advertising (APRINT) and experience based constructed in the consumer’s structure of attitudes towards advertising.

MISS J.C. BHUJANI on her report in PGDBM under this project report to “study of buyer behavior with regard to refagerator” (1994), in her report largely out line the customer behavior or the behavior of consumer towards referegetors.

3. OBJECIVES OF THE STUDY

The main objective of this study is to assess the

“Advertisement: An Impact on Purchase Decision of Customers [With Reference To Cell Phone]”

- To study the role of advertisement in influencing the customer purchase decision.
- To find out effectiveness review of the advertisement according to gender, age, marital status, education, monthly income, and occupation.
- To study the selection criteria of supplies for customers.
- To study the customers information searching behaviors.
- To make suggestion based on the study for improvement in sales of cell phone in Rajkot city.

4. SOURCES OF INFORMATION

For the study primary data were collected by the researcher with the help of structured closed ended questionnaire. The questionnaire consist with question regarding selection of supplier, information searching behavior, price searching behavior. Total 50 customers were entered randomly by the researcher.

5. SAMPLE OF THE STUDY

A sample of 50 customers has been taken randomly for study. The technique of random sampling was applied. The questionnaires were distributed in such a way that different opinions and reaction of customer can be obtained. It has been also considered that now many buyers get influenced by advertisement.

6. DATA COLLECTION

The collection of data was through personal contact by the researcher. The questionnaires were distributed among the respondents by the researcher personally and collected within stipulated period of time, or to find out the impact of advertisement in purchase decision of customer.

7. TABULATION AND GRAPHS

The entire necessary tables were prepared for the information collected from the sample, through the questionnaire. Then after the tabulated data was interpreted to find out the findings. The graphs were also prepared for reprinting the findings.

8. STATISTICAL TECHNIQUES

The researcher has been used F- test (analysis of research) for the testing of hypothesis.

8.1 F-TEST (Analysis of variance)

F-test is based on F-distribution and is used to compare the variance of the two independent samples. This test is also used in the context of analysis of variance (ANOVA) for judging the significance of more than two sample means at one and the same time. It is also used for judging the significances of multiple correlated coefficient test statistic F-test is calculated and compared with its probable value for accepting or rejecting the null hypothesis.

Professor R.A.Fisher was the first man to use the term "VARIANCE" and in fact. It was who developed a very elaborate theory concerning ANOVA explaining its usefulness in practical field. ANOVA is essentially a procedure for testing the difference among different groups of data for homogeneity.

"The essence of ANOVA is that the total amount of variation in a set of data is broken down into two types, that amount which can be attributed to chance and that amount which can be attributed to specified causes."

Thus, through ANOVA technique one can in general, investigate any number of factors which are hypothesized or said to influence the dependent variable one may as well investigate the difference amongst various categories within each of these factors. Which may have a large number of possible values? If we take only one factor and investigate the difference amongst its various categories having numerous possible values. We are said to use one ANOVA.

In the present study the researchers used ANOVA for the testing of hypothesis.

9. HYPOTHESIS

- Null hypothesis (H₀) – There would be no significant difference in the opinion of respondents according to the age group.
- Alternative hypothesis (H₁) – There would be significant difference in the opinion of respondents according to the age group.
- Null hypothesis (H₀) – There would be no significant difference in the opinion of respondents according to the effectiveness of the advertisement.
- Alternative hypothesis (H₁) - There would be significant difference in the opinion of respondents according to the effectiveness of the advertisement.

- Null hypothesis (H0) – There would be no significant difference in the opinion of respondents according to the income group. Alternative hypothesis
- (H1) – There would be significant difference in the opinion of respondents according to the income group effectiveness of the advertisement.
- Null hypothesis (H0) – There would be no significant difference in the opinion of respondents according to the effectiveness of the advertisement.
- Alternative hypothesis (H1) – There would be significant difference in the opinion of respondents according to the effectiveness of the advertisement.

10. LIMITATIONS OF THE STUDY

There is no research study without limitation. The following limitations are applied to the present research work.

- The study is conducted to the selected sample [50 respondent]
- The study covers only one city which consists of a relatively very small sample.
- As the researcher is an individual, there are constrains of ability, time and finance.

11. SUMMARY OF HYPOTHESIS TESTING

In this chapter the data is analyzed by using ANOVA statistical tools and technique. The data is interpreted and tabulated according to the need of the study. In order to justify the perception level, researcher has used ANOVA test for hypotheses testing.

To study the respondent's perception regarding effectiveness of advertisement, the structured questionnaire having two parameters has been prepped. The first average of effectiveness of advertisement and age group. Second parameter is effectiveness of advertisement and income group.

The first parameter was about age group and effectiveness of advertisement. The respondents were 92.02 averages of all customers.

The second parameter was about income group and effectiveness of advertisement. The respondents were 91.68 averages of all customers.

Hypothesis would be formed by the researcher in effectiveness of advertisement with age group and income group.

Sr. no.	Null Hypothesis	Accepted or Rejected	Result
1	There would be no significant difference in the opinion of respondents according to the age group.	Rejected	Hence, results are not as per expectation.
2	There would be no significant difference in the opinion of respondents according to the effectiveness of the advertisement.	Accepted	Hence, results are as per expectation.
3	There would be no significant difference in the opinion of respondents according to the income group.	Rejected	Hence, results are not as per expectation.
4	There would be no significant difference in the opinion of respondents according to the effectiveness of the advertisement.	Rejected	Hence, results are not as per expectation.

12. CONCLUSION

This research paper is based on primary data related to the opinion of 50 customers. This study is related to purchase decision of customers of Rajkot city. After analysis of various aspects of purchase behavior of the customers. It is found that they take help of the personal source and self study. At most of the customers select the cell phone by processing attribute the marketer should stress on the realities of his cell phone is use in communication. And as such there is a greater impact of advertisement on the customers purchase decision.

- The marketer should improve the performance of his brand, quality, after sales services, etc. and design excellent communication mix to match with the needs and expectations of the customers.
- At most of buyers select the brands by processing attributes, the marketer should on the realities of his cell phone in the communication program. And as such there is a greater impact of advertisement in purchase decision of customers. Marketer should design the communication program according to the requirement of search by the customers like the information about performance of the cell phone services, facility.
- The marketer should give weightier of the effective sources of information in his communication program. This source should be used in combination and difference stage of purchase decision process, e.i., the advertisement should contain the senses like a person discussing with his friends and relatives about the performance of cell phone and when the customer is in the stage of problem recognition.
- The marketer should sell his brands through authorized distributor or dealer and he should be motivated enough with good incentive because they plays a very significant role in buyers choice, information collection, verification, etc. the marketer should select the dealer on the basis of his financial strength, public relation, location.
- The marketer should design, his communication program keeping in view the educated, service class, high income category and aged people especially to females who have more propensity to search. The program should be targeted towards these families which have medium size. [with 4 member in its]
- In market should set up information center which may provide information to the customer's requirement regarding the entire cell phone model available in the market at free or negligible cost.
- If should design the communication program according to the requirement of customers and information about preference of cell phone model.

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